

Sales and Promotion Opportunities

Section At-A-Glance

- Altamonte Mall Information Kiosk Sponsorship
- Award Vacations – Package Booking Engine
- Brochure Racks
- Camp Creativity
- Dynamic E-Leads
- E-Leads
- Family & Friends – Holiday Version
- Family Version – Summer Weekend Version
- Fly-In Friends
- GolfPac / North Orlando Golf
- Hotel Mini-Website Listing
- www.NorthOrlandoHotels.com
- Nature Heritage Committee
- Sales Action Committee
- Sales Blitz with Southeast Airlines
- Specials Postings
- Sweet Heart Specials
- Trade Show E-Leads
- Additional CVB Resources

Sales and Promotion Opportunities

Altamonte Mall Information Kiosk Sponsorship

Profile:

- Opportunity for Seminole County tourism related businesses to partner with the CVB in sponsoring the high traffic information kiosk location in the Altamonte Mall
- Includes artwork and capital improvements to the booth
- Placement of your brochures in a rack at the booth
- Inclusion on Mall's website and "on-hold" message
- Possibility of having instant internet connection to your website as well as a direct phone line to your business



Rates

\$10,000 (\$5,000 per year)

Start & End Dates

November 2002-November 2004

Participation Deadline

September 1, 2002

Commitment Approval

(Please return via fax to Karen Brown 407/665-2920)

Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

Sales and Promotion Opportunities

Award Vacations - Package Booking Engine

Profile:

- Seminole County packages available on www.visitseminole.com that the consumer can purchase “real time”
- Hassle free packaging for hotels and attractions
- Opportunity to list these packages on your website
- Black-Out dates are allowed
- CVB will be heavily promoting this program in 2002-2003.



Rates

\$250 Annual Fee

Distribution

Varies

Participation Deadline

Ongoing

Commitment Approval

(Please return via fax to Karen Brown 407/665-2920)

Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

**Included in this section is a sample of hotel and attraction contracts provided by Award Vacations, Inc.*

Seminole County Convention and Visitors Bureau

Award Vacation Corporation

ATTN: Bill Reed

1628 E. Southern Avenue, Suite 9-PMB 301, Tempe, AZ 85282

Telephone (480) 777-9793 Fax (480) 491 8916

Email: info@awardvacations.com

Confidential Hotel Supplier Agreement

Hotel Name	
Address	
Phone Number	
Email Address	
Fax Number	
On-Site Toll Free #	
Website URL:	
Hotel Representative	
General Manager	
Sales Manager	
Sales Phone	
Sales Fax	
Sales E-mail	
Reservation Manager	
Reservations Phone	
Reservations Fax Number	
Reservations E-mail	
Financial Controller	
Hotel Operator (Full corporate name & address of contracting party)	

_____ ("HOTEL") and Award Vacation Corporation, AWARD, desire to enter into this Agreement as of _____, 200__, whereby HOTEL agrees to have available for occupancy by guests reserving through AWARD, the full number of rooms specified herein each month in exchange for AWARD's promise to use its best efforts to provide bookings at the hotel location specified herein. In consideration of the above as well as other promises and obligations specified herein, and other good and valuable consideration the receipt and sufficiency of which is hereby stipulated, HOTEL and AWARD agree as follows:

TERMS OF AGREEMENT

1. HOTEL represents and warrants that the information provided in Exhibit A "Features" attached hereto and incorporated herein are accurate to the best of HOTEL's knowledge and belief, and HOTEL agrees to promptly notify AWARD if any changes occur which would make the information provided inaccurate or misleading.
2. HOTEL agrees to honor all AWARD bookings made through block allotment and reported as per the terms of this Agreement. If the HOTEL finds itself in an accommodation overbooking situation, HOTEL agrees that AWARD clients shall be provided with alternative hotel accommodations of at least equal or upgraded standard facilities, transportation to the new hotel, and reasonable costs of advising relatives of the change of hotel (that being a fax or telephone call), plus reasonable recompense for the inconvenience.
3. HOTEL agrees to promptly advise AWARD of any changes to or closure of swimming pools, restaurants or other guest facilities immediately at time of planning any such change or closure and of any major renovations or re-construction of the hotel.
4. AWARD will prepay reservations (room rate, taxes and any meals if included) seven days prior to guests arrival or at time of reservation if less than seven days to guests arrival. Client is responsible for all incidental charges.
5. For cancellations two (2) days or less, or no shows, HOTEL shall be entitled to a (1) one night charge. If full payment has been received by HOTEL, then HOTEL agrees to refund the balance within Fifteen (15) days of guests scheduled arrival.
6. If the standard room rates made available by HOTEL to the general public are reduced subsequent to signing this Agreement, such that, the net room rates as provided in Exhibit B attached hereto and incorporated herein under this contract, are then less than 25% off the standard rate, HOTEL shall immediately reduce the rates to AWARD and notify AWARD of the new reduced net contract rates that will apply.
7. The failure by HOTEL or AWARD at any time, or for any period of time, to enforce strict compliance with this Agreement shall not constitute a waiver by either party of its respective rights herein, including any which may have not been enforced previously.
8. This Agreement may not be assigned, in whole or in part, by either party without the prior written consent of the other party.
9. HOTEL and AWARD agree that this Agreement will be effective as of the date first written above, and shall continue in full force and effect through December 31, 2003 from the date of signing, unless earlier terminated as provided herein.
10. HOTEL and AWARD agree that this Agreement shall automatically renew for an annual period unless prior notice is given, in writing, thirty (30) days prior to the expiration of the this agreement by either party that it shall not renew. Except, as a condition precedent to renewal, the provisions of this Agreement governing room rates, discounts off room rates and room inventory (block allotment) for the next following annual renewal period shall be amended, in writing, by mutual agreement thirty (30) days prior to the expiration of the applicable one-year period.

11. HOTEL and AWARD agree to the following stipulations and schedules:

Block Allotment and Net Rates including Taxes

1. HOTEL agrees that the rooms described below shall be set aside for AWARD's exclusive use. The rooms listed below are **not** affected by blackout dates unless previously agreed by AWARD and HOTEL. **Rates are net to hotel inclusive of all taxes and other charges.**

Please Provide Rates through 2003.

Effective Dates From:	Effective Dates To:	Room Type	Max. Room Occup	Room Allotment	Net Rate Incl. Tax Sngl./Dbl.	Net Extra Person Chg. Incl Tax
<i>*Jun 25, 2002</i>	<i>Dec 31, 2003</i>	<i>Standard</i>	<i>4</i>	<i>3</i>	<i>77.89</i>	<i>12.18</i>

*Example

2. Children ages and rates if applicable.

3. Senior ages and discounts if applicable.

4. Any meals included in rate:

5. Release back _____ days prior to arrival.

6. How do you wish Reservations reported to Hotel: Please circle- FAX Email

7. Black out dates (no rooms will be held on allotment during these dates)

Hotel Close Out Dates

HOTEL may close out sell dates during the term of this agreement with notification to AWARD by fax or email. AWARD will stop selling closed dates on same day of notification and will have one Business day (24 Hours) to report to HOTEL close out rooming list.

Cancellation Policy

One night's contract room charge will apply for no shows or cancellations within 48 hours of scheduled arrival date.

Agreed Marketing/Automation Support

Amount: \$250.00

Payment made payable to Award Vacation Corporation and attached with agreement.

Honeymoon Benefits

Special Promotions

Airport Transfer Rates (If service offered by Hotel)

- 12. Each party agrees to indemnify and hold the other harmless against all claims and liability, including reasonable attorney's fees and court costs, incurred by the other as a result of a breach of the terms and conditions of this Agreement.***

13. The terms and provisions of this Agreement shall be interpreted in accordance with and governed by the laws of the State of Arizona without regard to conflicts of law. The parties agree that any action brought on this Agreement shall be brought in the Courts of the State of Arizona.

WITNESS the following signatures and seals as of the date first written above.

ADDRESS FOR NOTICE:
AWARD VACATION CORPORATION
1628 E. Southern Avenue
Suite 9-PMB 301
Tempe, AZ 85282

AWARD VACATION CORPORATION

By: _____
Name: _____
Position: _____
Date: _____

FOR AND ON BEHALF OF HOTEL:

By: _____
Name: _____
Position: _____
Date: _____

FEATURES

Hotel Details:

Date Established:	_____	Last Renovation:	_____
Total number of rooms:	_____	Total number of floors:	_____
Miles from Airport:	_____		
Check-In Time:	_____	Check-Out Time:	_____
Credit Cards Accepted (Y/N)	Amex ____	Visa ____	MC ____
	Discover ____	Other ____	Other ____

Location: _____ Style: _____

Room Details:

Room Categories	No. of Rooms	Bedding
<i>E.g. Standard</i>	<i>65</i>	<i>2 Kings</i>

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Room Features:

Air Conditioning	Yes/No
Ceiling Fan	Yes/No
Balcony/Verandah	Yes/No
Refrigerator	Yes/No

Microwave			Yes/No
Mini Bar			Yes/No
Tea/Coffee making facilities			Yes/No
Radio/Music			Yes/No
Television			Yes/No
Satellite/Cable TV			Yes/No
In-house movies			Yes/No
Telephone	Yes/No	Local calls free	Yes/No
Full Bath	Yes/No	Shower only	Yes/No
Hair Dryer in Room	Yes/No	On request	Yes/No
Iron in Room	Yes/No	On request	Yes/No
Safe in Room			Yes/No
Safety Deposit at front office			Yes/No
Bath Robes			Yes/No
Non Smoking Floors	Yes/No	Non Smoking Rooms	Yes/No
Other facilities	_____		

Family Facilities:

Interconnecting rooms			Yes/No
Baby-sitting services	Yes/No	Charge	Yes/No
Childcare center / Kids Club	Yes/No	Charge	Yes/No
Playground facilities			Yes/No
High Chairs	Yes/No	Child Menus	Yes/No
Cribs	Yes/No	Charge	(payable direct_____)
Will all room categories accommodate a crib over the above maximum capacity			
allowed in one room?			Yes/No
If yes, how many			(_____)

Dining & Entertainment Features:

Number of restaurants		(_____)
Number of bars		(_____)
Number of coffee shops		(_____)
Room service	(from_____ to _____)	
Discotheque	Yes/No	Karaoke
Live entertainment		Yes/No
Specify	_____	

Facilities for the Disabled:

Special rooms for wheelchair guests	Yes/No
Special rooms for wheelchair with commode	Yes/No
Number of rooms for wheelchair guests	(_____)
Do rooms have easy access for wheelchairs	Yes/No
Can wheelchairs access all areas of the hotel	Yes/No
Do rooms have special bathrooms	Yes/No
Do bathrooms have rails at bath/toilet	Yes/No
Do bathrooms have wheel-in shower	Yes/No
Are disabled rooms connected to another ROH room	Yes/No

General Amenities available at the Hotel:

Hairdressing/Beauty salon					Yes/No
Gift Shops					Yes/No
Supermarket					Yes/No
Pharmacy/Drug store					Yes/No
Business Center	(From _____ to _____ hours)				
Medical service					Yes/No
Dental service					Yes/No
Parking facilities	Yes/No	Charge	Yes/No	Amount \$_____	
Luggage room					Yes/No
Shuttle Bus – Hotel to Downtown Operates					Yes/No
	From _____ hours to _____				
Cost per person one way	_____				
Day room					Yes/No
Pets	Yes/No	Charge	Yes/No	Amount \$_____	

Recreational Features at the Hotel:**Free (Yes/No)**

Swimming Pool/s	Yes/No	Number (____)	Yes/No
Heated pool	Yes/No	Number (____)	Yes/No
Tennis courts	Yes/No	Number (____)	Yes/No
Night/Day	Yes/No	Number (____)	Yes/No
Racquetball courts	Yes/No	Number (____)	Yes/No
Nearest golf course _____			
Fitness room	Yes/No		Yes/No
Jacuzzi	Yes/No		Yes/No
Sauna	Yes/No		Yes/No
Health Club	Yes/No		Yes/No
Massage	Yes/No		Yes/No

Games room _____
What games _____
Other (details) _____

Classification of your Hotel:

Please circle – Economy Standard First Superior Deluxe

AAA Rating: _____

Any Other Hotel Information:

Seminole County Convention and Visitors Bureau

Award Vacation Corporation

ATTN: Bill Reed

1628 East Southern Ave Suite 9-PMB 301, Tempe, AZ 85282

Telephone (480) 777-9793 Fax (480) 491-8916

Email: info@awardvacations.com

Confidential Attractions Supplier Agreement

Please fill in applicable information

Supplier Name	
Address	
Phone Number	
Fax Number	
On-Site Toll Free #	
Website URL:	
General Manager	
Sales Manager	
Sales Phone Number	
Sales Fax Number	
Sales Email	
Reservation Manager	
Reservations Phone	
Reservations Fax	
Reservations Email	
Accounting Rprsntve	
Accounting Phone	
Accounting Fax	
Accounting Email	
Full corporate name & address of contracting party	

_____ ("Supplier") and Award Vacation Corporation, AWARD, desire to enter into this Agreement as of _____, 200__, whereby SUPPLIER agrees to provide entrance to and use of the facilities by guests reserving through AWARD, in exchange for AWARD's promise to use its best efforts to provide bookings at the SUPPLIER's location specified herein. In consideration of the above as well as other promises and obligations specified herein, and other good and valuable consideration the receipt and sufficiency of which is hereby stipulated, SUPPLIER and AWARD agree as follows:

TERMS OF AGREEMENT

1. SUPPLIER represents and warrants that the information provided in Exhibit A "Features" attached hereto and incorporated herein is accurate to the best of SUPPLIER's knowledge and belief, and SUPPLIER agrees to promptly notify AWARD if any changes occur which would make the information provided inaccurate or misleading.
2. SUPPLIER agrees to honor all AWARD vouchers presented by customers. AWARD agrees to immediately pay contracted net rates, including tax if any, upon invoice from SUPPLIER for redeemed AWARD vouchers..
3. SUPPLIER agrees to promptly advise AWARD of any changes to or closure of guest facilities immediately at time of planning any such change or closure and of any major renovations or re-construction of the SUPPLIER' premises.
4. If the rack rates made available by SUPPLIER to the general public are reduced subsequent to signing this Agreement, such that, the net rates as provided in Exhibit B attached hereto and incorporated herein under this contract, are then less than 20% off the rack rate, SUPPLIER shall immediately reduce the rates to AWARD and notify AWARD of the new reduced net contract rates that will apply.
5. The failure by SUPPLIER or AWARD at any time, or for any period of time, to enforce strict compliance with this Agreement shall not constitute a waiver by either party of its respective rights herein, including any which may have been enforced previously.
6. This Agreement may not be assigned, in whole or in part, by either party without the prior written consent of the other party.
7. SUPPLIER and AWARD agree that this Agreement shall automatically renew unless prior notice is given, in writing, thirty (30) days prior to the expiration of the agreement by either party that it shall not renew. Except, as a condition precedent to renewal, the provisions of this Agreement governing attraction rates for the next following renewal period shall be amended, in writing, by mutual agreement thirty (30) days prior to the expiration of the applicable one-year period.
- 8. Each party agrees to indemnify and hold the other harmless against all claims and liability, including reasonable attorney's fees and court costs, incurred by the other as a result of a breach of the terms and conditions of this Agreement.**
9. The terms and provisions of this Agreement shall be interpreted in accordance with and governed by the laws of the State of Arizona without regard to conflicts of law. The parties agree that any action brought on this Agreement shall be brought in the Courts of the State of Arizona.

Agreed Marketing/Automation Support

Amount: \$250.00, Payment made payable to Award Vacation Corporation and attached with agreement.

WITNESS the following signatures and seals as of the date first written above.

ADDRESS FOR NOTICE:

Award Vacation Corporation
1628 East Southern Ave Suite 9-301
Tempe, AZ 85282

AWARD VACATION CORPORATION

By: _____

Name: _____

Position: _____

Date: _____

FOR AND ON BEHALF OF ATTRACTION:

By: _____

Name: _____

Position: _____

Date: _____

EXHIBIT A

FEATURES

SUPPLIER Details:

Date Established: _____ Last Renovation: _____

Miles from Airport: _____

Opening Time: _____ Closing Time: _____

Credit Cards Accepted (Y/N) Amex ___ Visa ___ MC ___ Discover ___
Diners ___ Carte Blanche ___ JCB ___

Location: _____

Dining & Entertainment Features

Number of restaurants (____)

Number of bars (____)

Number of coffee shops (____)

Facilities for the Disabled

Can wheelchairs access all areas of the SUPPLIER property Yes/No

Does property have special bathrooms Yes/No

Does property have rails in bathrooms Yes/No

General Amenities available at the SUPPLIER

Shops Yes/No

Parking facilities Yes/No Charge Yes/No Amount \$_____

Luggage room Yes/No

Shuttle Bus – SUPPLIER to Downtown Operates Yes/No

From _____ hours to _____

Cost per person one way _____

Shuttle Bus – Downtown to SUPPLIER Operates Yes/No

From _____ hours to _____

Cost per person one way _____

Any Special Attraction Features

What's New

Please attach description of attraction for "More Info" on website.

EXHIBIT B
Attractions Net Rate Sheet

Please provide rates through 2003.

Attraction Name: _____	
Admission Type _____	
Rate Period From _____ To: _____	
Admission Net Rate (including applicable taxes):	
Ages	Net Rate
Child	_____
Child	_____
Adult	_____
Senior	_____
Dates Attraction Not Available: _____	

Attraction Name: _____		
Admission Type: _____		
Rate Period		
From: _____ To: _____		
Admission Net Rate (including applicable taxes):		
	Ages	Net Rate
Child	_____	_____
Child	_____	_____
Adult	_____	_____
Senior	_____	_____
Dates Attraction Not Available: _____		

ATTRACTION:

Signed _____

Name _____

Date _____

Sales and Promotion Opportunities

Brochure Racks - Seminole County Specific

Profile:

- Countertop brochure racks provided by FPIS to advertise Seminole County attractions in Seminole County hotels
- Resource for staff and guests
- CVB re-fills rack



Size

Countertop model holds 6 different brochures

Rates

Free

Start & End Dates

Ongoing

Distribution

Varies

Commitment Approval

(Please return via fax to Karen Brown 407/665-2920)

Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

Sales and Promotion Opportunities

Camp Creativity – Annual Marketing Meeting

Profile:

- Annual Meeting to generate ideas for the next year's CVB marketing plan
- Networking and opportunity for industry sales and management teams
- Annual (Late Spring)



To receive more information about Camp Creativity contact:

Karen Brown
Seminole County CVB
Direct Line: (407) 665-2913
Email: klbrown@co.seminole.fl.us

Sales and Promotion Opportunities

Dynamic E-Leads (Electronic Leads)

Profile:

- Consumer reader response leads for publications such as Southern Living, Orlando CVB Visitor Guide, Florida Vacation Guide, etc., combined with leads generated by the CVB 1-800 number and website
- User is able to sort leads by zip code, length of visit, interests, etc.
- Easily converted to letters or labels
- Password protected for Seminole County tourism industry members



To receive your password for Dynamic E-Leads contact:

Karen Brown
Seminole County CVB
Direct Line: (407) 665-2913
Email: klbrown@co.seminole.fl.us

**To access Dynamic e-Leads and tutorials visit www.visitseminole.com/insem/eleads/login.asp. Contact Karen Brown for your log-in password.*

Sales and Promotion Opportunities

E-Leads (Electronic Leads)

Profile:

- Consumer reader response leads for publications such as Southern Living, Orlando CVB Visitor Guide, Florida Vacation Guide, etc...
- Leads are provided in CSV (comma separated value) format and are easy to convert to most database programs
- Easily converted to letters or labels
- Password protected for Seminole County tourism industry members



To receive your password for E-Leads contact:

Karen Brown
Seminole County CVB
Direct Line: (407) 665-2913
Email: klbrown@co.seminole.fl.us

**To access Dynamic e-Leads and tutorials visit www.visitseminole.com/insem/eleads/login.asp. Contact Karen Brown for your log-in password.*

Sales and Promotion Opportunities

Family & Friends – Holiday Version ~ (Nov. 2002– Jan. 2003)

Profile*:

- **Hotel Offer** – If a guest stays a minimum of two nights at a participating hotel they will receive one night free
- **Attraction Offer** – Guests receive 20% off regular admission rate when they present the coupon
- Postcard to be distributed at the Visitor Information Centers in Longwood and at OSI.
- Postcard to be sent to CVB consumer leads collected in September-October 2003
- Offer available on www.visitseminole.com
- Bi-weekly email to CVB E-blast list
- Media coverage by Bennett & Company



Size	Formatted Rack Brochure
Rates	FREE
Start Date	November 1, 2002 – January 6, 2003
Distribution	2,500
Participation Deadline	September 20, 2002

Commitment Approval

(Please return via fax to Karen Brown 407/665-2920)

Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

**Disclaimer to appear on all collateral: Some restrictions may apply and this offer is not good with any other offer. Contact each individual hotel or attraction for booking and additional restrictions. Program expires January 6, 2003. Not available for groups or previously booked reservations. Subject to availability.*

Sales and Promotion Opportunities

Family & Friends - Summer Weekend Version ~ May 2003– July 2003

Profile*:

- **Hotel Offer** – If a guest stays a minimum of two nights at a participating hotel they will receive one weekend night free
- **Attraction Offer** – Guests receive 20% off regular admission rate when they present the coupon
- Postcard to be distributed at the Visitor Information Center in Longwood and at OSI.
- Postcard to be sent to CVB consumer leads collected in February-April 2003
- Offer available on www.visitseminole.com
- Bi-weekly email to CVB E-blast list
- Media coverage by Bennett & Company



Size	Formatted Rack Brochure
Rates	FREE
Start & End Dates	May 1, 2003 – July 31, 2003
Distribution	2,500
Participation Deadline	February 14, 2003

Commitment Approval

(Please return via fax to Karen Brown 407/665-2920)

Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

**Disclaimer to appear on all promotional collateral: Some restrictions may apply and this offer is not good with any other offer. Hotel bookings must be consecutive nights and include a Saturday or Sunday night stay. Based on double occupancy. Contact each individual hotel or attraction for booking and additional restrictions. Program expires July 31, 2003. Not available for groups or previously booked reservations. Subject to availability.*

Sales and Promotion Opportunities

Fly-In Friends ~ August 2003 – October 2003

Profile*:

- **Hotel Offer** – Stay for one night and receive the second night at the same hotel property (consecutive or non-consecutive) at 50% off
- Postcard to be distributed at the Visitor Information Center in Longwood and at OSI.
- Postcard to be sent to CVB consumer leads collected in June -July 2003
- Offer available on www.visitseminole.com
- Bi-weekly email to CVB E-blast list
- Media coverage by Bennett & Company



Size	Formatted Rack Brochure
Rates	FREE
Start & End Dates	August 1, 2003 – October 31, 2003
Distribution	2,500
Participation Deadline	June 6, 2003

Commitment Approval

(Please return via fax to Karen Brown 407/665-2920)

Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

**Disclaimer to appear on all collateral: Some restrictions may apply and this offer is not valid with any other offer. Contact each individual hotel for bookings and additional offer restrictions. This 50% off coupon is only valid at the hotel property where the first night was spent (as indicated by authorized signature). Hotel bookings are based on double occupancy and may be consecutive or non-consecutive. The program expires October 31, 2003 and is not available for groups or previously booked reservations. Subject to availability.*

Sales and Promotion Opportunities

Golfpac / North Orlando Golf

Profile:

- Golf vacation package wholesaler
- Hassle free golf packaging
- Packages linked with www.visitseminole.com
- Strong partnership with CVB
- Located in Altamonte Springs



For additional information about North Orlando Golf contact:

Frank Ruff
North Orlando Golf
483 Montgomery Place
Altamonte Springs, FL 32714
Phone: (407) 260-2288 X217
Fax: (407) 260-8989
Email: frankr@golfpactravel.com

Sales and Promotion Opportunities

Hotel Mini-Website Listing on www.visitseminole.com

Profile:

- **Mini website listing includes**
 - Logo
 - Photo
 - 75 words of copy about property
 - Link to corporate website
 - Link to driving directions
 - Link to “quasi” real time reservation booking



Size One Page

Rates \$300 one time set up charge

Distribution Varies

Participation Deadline Ongoing

Commitment Approval

(Please return via fax to Karen Brown 407/665-2920)

Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

**For a sample of a hotel mini-website, visit
www.visitseminole.com/where/hotels/springhill/sh_altamonte.asp.*

Sales and Promotion Opportunities

www.northorlandohotels.com - Premiere Placement

Profile:

- New hotel oriented site
- Site will be optimized for maximum exposure on search engines
- Real time booking engine to be added within the next six months



Rates

\$150 One time set up charge

Distribution

Varies

Participation Deadline

September 13, 2002

Commitment Approval

(Please return via fax to Karen Brown 407/665-2920)

Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

Sales and Promotion Opportunities

Seminole County Nature Heritage Committee

Profile:

- Quarterly meeting geared toward nature and heritage providers, but open to all
- Networking and educational opportunity for industry sales people
- Meetings usually feature guest speaker on various topics concerning the nature heritage community (i.e. – conservation, preservation, etc...)



Frequency

Quarterly

Cost

FREE

Location

Varies (alternates between nature and heritage venues each quarter)

To receive more information about joining SCNH contact:

Karen Brown
Seminole County CVB
Direct Line: (407) 665-2913
Email: klbrown@co.seminole.fl.us

For additional information regarding SCNH:

Peggy Green (SCNH Chair)
Big Oaks Ranch
615 Grand Chenier Cove
Chuluota, FL 32766
Phone: (407) 365-8885
Fax: (407) 365-3433
Email: peggy@bigoaksranch.com

Sales and Promotion Opportunities

Seminole Sales Action Committee

Profile:

- Networking and educational opportunity for industry sales people
- Meetings usually feature guest speaker, CVB program updates, tour of venue, announcements and other pertinent information



Frequency Monthly

Cost FREE

Location Varies

To receive more information about SSAC contact:

Karen Brown
Seminole County CVB
Direct Line: (407) 665-2913
Email: klbrown@co.seminole.fl.us

Sales and Promotion Opportunities

Sales Blitz with Southeast Airlines ~ Allentown, Pennsylvania

Profile:

- Opportunity to make calls on travel agents and businesses in Allentown
- Provides a networking opportunity with Southeast Airlines



Size 13 seats available

Rates \$100 airfare plus expenses

Dates October 7-10, 2002

Participation Deadline September 19, 2002

Commitment Approval

(Please return via fax to Karen Brown 407/665-2920)

Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

Sales and Promotion Opportunities

Specials Posting Feature on www.visitseminole.com

Profile:

- Available to hotels, attractions, restaurants and shopping venues in Seminole County
- Flexibility to set specials and expiration dates specific to your business
- Easily tracked by sales staff



To receive more information about posting specials contact:

Karen Brown
Seminole County CVB
Direct Line: (407) 665-2913
Email: klbrown@co.seminole.fl.us

*****POSTING TIP – When you are ready to post a special it is recommended to type out the content in a word processing format like Microsoft Word or Word Perfect and then copy and paste the content into the Details box. Sometimes when a special is submitted for posting it goes into computer limbo. This ensures that you always have a copy of the special.***

**To view the current listing of hotel specials, visit www.visitseminole.com/where/specials/index.asp.*

**For hotel/motel specials posting instructions visit www.visitseminole.com/where/specials/login.asp*

**For dining specials posting instructions visit www.visitseminole.com/what/dining/specials/login.asp*

**For shopping specials posting instructions visit www.visitseminole.com/what/shopping/specials/login.asp*

**For attraction specials posting instructions visit www.visitseminole.com/what/attractions/specials/login.asp*

NOTE: Contact Karen Brown for a log-in to view posting instructions for all categories.

Sales and Promotion Opportunities

Seminole County Sweet Heart Specials ~ January 2003 - February 2003

Profile:

- **Restaurants & Shopping Venues** – Special specific to their business (i.e. – complimentary cocktail, 20% discount, etc...)
- Postcard to be distributed at the Visitor Information Centers in Longwood and at OSI
- Postcard to be sent to CVB consumer leads collected in November-December 2002
- Offer available on www.visitseminole.com
- Bi-weekly email to CVB E-blast list
- Media coverage by Bennett & Company



Size	Formatted Rack Brochure
Rates	FREE
Start & End Dates	January 1, 2003 – February 28, 2003
Distribution	2,500
Participation Deadline	November 15, 2002

Commitment Approval

(Please return via fax to Karen Brown 407/665-2920)

Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

**Disclaimer to appear on all collateral: Some restrictions may apply and this offer is not good with any other offer. Contact each individual restaurant or store for further restrictions. Program expires February 28, 2003. Subject to availability.*

There is a good possibility that American Express will partner with the CVB on this promotion.

Sales and Promotion Opportunities

Trade Show E-Leads

Profile:

- CVB Sales staff posts leads from actual tourism industry trade shows about 4 times per year
- Leads easily convert to most database programs
- Easily converted to letters or labels
- Password protected for Seminole County tourism industry members



To receive your password for Trade Show E-Leads contact:

Karen Brown
Seminole County CVB
Direct Line: (407) 665-2913
Email: klbrown@co.seminole.fl.us

**To access Dynamic e-Leads and tutorials visit www.visitseminole.com/insem/eleads/login.asp. Contact Karen Brown for your log-in password.*

Sales and Promotion Opportunities

Additional CVB Resources

Profile:

- Central Florida “Tear-Off” Maps – www.visitseminole.com/pdfs/map_CentralFlorida.pdf
- Explore Seminole County – Official Visitor Guide Distribution
- Establish link to the official Seminole County CVB website – www.visitseminole.com
- Seminole County Promotional Video
- Seminole County CVB Welcome Kits
- Special Program Summaries & Information
- Display brochures at the Visitor Center in Longwood and at the Visitor Center at the Orlando Sanford International Airport



For additional information about any of these resources contact:

Karen Brown
Seminole County CVB
Direct Line: (407) 665-2913
Email: klbrown@co.seminole.fl.us